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Pages: 5  
Distribution: F

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**AFI 35-101, 26 July 2001**, is supplemented, with the approval of the Air Staff Office of Primary Responsibility as follows: In all matters that relate to the public, both Public Affairs (HQ USAFA/PA) and Athletic Department (HQ USAFA/AH) operate under the provisions of AFI 35-101, *Public Affairs Policies and Procedures*. HQ USAFA/PA assumes oversight responsibility for HQ USAFA/AH public affairs activities under AFI 35-101.

2.19.7.1. (Added) If news media representatives ask questions beyond athletics (such as military disciplinary action taken against cadets) or wants to be escorted to an area outside the athletic realm (such as visits to a classroom), HQ USAFA/PA will handle the request.

5.16.1.2.1. (Added) HQ USAFA/PA will print information about intercollegiate, intramural, and physical education programs in the Academy Spirit if newspaper space allows.

5.16.1.2.2. (Added) HQ USAFA/PA will consider story ideas submitted by HQ USAFA/AH on intramural sports and physical education topics.

5.16.1.2.2.1. (Added) HQ USAFA/AH will provide a press pass and, if applicable, a seat in the press box for base newspaper staff member covering an intercollegiate athletic event.

5.16.1.3.1. (Added) HQ USAFA/AH will submit stories and photographs about intercollegiate athletics to HQ USAFA/PA in accordance with procedures established by the base newspaper staff.

5.16.1.3.2. (Added) HQ USAFA/PA will consider using stories about intercollegiate athletics beyond the base newspaper, such as providing material to *Air Force News Service*, *Armed Forces Radio*, or *Airman Magazine*.

5.26.2.4. (Added) HQ USAFA/AH is responsible for media information releases, media guides, event programs, and speeches on all Academy intercollegiate teams. Articles or speeches involving material outside the purely sports angle must be coordinated by HQ USAFA/PA.

6.3.1.6. (Added) Athletic and Public Affairs relationships are in accordance with AFI 35-101, 1 December 1999, and are supplemented with the approval of the Air Staff Office of Primary Responsibility as follows: Director of Athletics and Director of Public Affairs assign the responsibilities and procedures governing the operations of the Department of Athletics Media Relations and the Public Affairs Offices. Most HQ USAFA/PA activities address nonathletic concerns, which require no coordination with HQ USAFA/AH, while most HQ USAFA/AH activities address intercollegiate athletic concerns and therefore do not require coordination from HQ USAFA/PA. However, there are “gray areas” in which the delineations are not pure. In such cases, HQ USAFA/PA and HQ USAFA/AH will work together to resolve any public relation issues with impact on both divisions.

6.3.1.6.1. (Added) If requested by HQ USAFA/AH, HQ USAFA/PA will provide information relating to the nonathletic aspects of the Academy for these materials. If requested by HQ USAFA/PA, HQ USAFA/AH will provide information on athletic aspects of the Academy for these materials.

6.3.1.6.2. (Added) HQ USAFA/AH will provide a copy of each athletic related product as requested to HQ USAFA/PA.

6.3.1.6.3. (Added) The Department of Athletics directs the Academy’s intercollegiate, intramural, and physical education athletic programs. Among the responsibilities are liaison with bodies within the National Collegiate Athletic Association (NCAA), the Mountain West Conference (MWC), other intercollegiate conferences and organizations, promotion of athletic contests, and execution of a complete media relations program within all intercollegiate sports.

6.3.2.1.1. (Added) HQ USAFA/AH will refer questions about nonsports related accidents, incidents, and potential problems that occur at the USAF Academy athletic facilities to HQ USAFA/PA.

6.6.1. (Added) The release of information about cadet club sports is the sole responsibility of HQ USAFA/PA.

6.6.1.1. (Added) HQ USAFA/PA will include intercollegiate athletes among the cadets featured in its media relations program. HQ USAFA/PA will provide a copy of any release of information about an intercollegiate athlete involved in a nonathletic matter (such as winning a nonathletic award) to HQ USAFA/AH.

6.6.1.2. (Added) HQ USAFA/PA will refer all queries about intercollegiate athletics to HQ USAFA/AH.

6.47.1.3. (Added) A high level of interest in a particular sport (i.e., football) necessitates a weekly press conference with the head coach and/or an outstanding athlete. HQ USAFA/AH is responsible for notifying Security Forces (10 SFS) and HQ USAFA/PA to allow media on base for the weekly press conference.

6.47.1.4. (Added) HQ USAFA/AH’s Athletic Media Relations Office (HQ USAFA/AHSI) is responsible for notifying the local media of press conferences. HQ USAFA/AH is also responsible for notifying 10 SFS and HQ USAFA/PA to allow media on base for those press conferences.

6.47.1.5. (Added) HQ USAFA/AHSI is responsible for notifying HQ USAFA/PA as well as 10 SFS as to when and where a press conference will take place.

6.47.1.6. (Added) HQ USAFA/AH will notify HQ USAFA/PA of visits by national-level news media. HQ USAFA/AH will notify HQ USAFA/PA and HQ USAFA/JA regarding any queries that may be controversial or of national interest beyond the normal scope of the USAFA athletic program.

6.47.2.6. (Added) HQ USAFA/AH will conduct a media relations program, including contacting and escorting news media representatives and distributing news releases in areas strictly relating to intercollegiate athletics. HQ USAFA/AH will send copies of all releases as requested by HQ USAFA/PA.

6.47.2.7. (Added) HQ USAFA/AH is not required to notify HQ USAFA/PA of visits by other than national-level media or of queries that deal exclusively with athletic matters, such as statistics.

6.47.3.1.1. (Added) Under AFI 35-101, HQ USAFA/AH press conferences are held at the Falcon Stadium, the cadet gym, cadet field house, or other HQ USAFA/AH designated locations.

6.47.4.7. (Added) Any request from news media representatives for information, tours, conferences, interviews, or any request for HQ USAFA/AH participation in events that may attract media attention must be referred to HQ USAFA/AHSI. Any information which cites the Freedom of Information Act (FOIA) should be referred to 10 CS/SCBDF.

6.58.1.1.1. (Added) HQ USAFA/AH will publish publicity materials such as brochures and guides to be used by intercollegiate teams and at intercollegiate events.

6.62.1.1. (Added) HQ USAFA/AHSI is responsible for the permanent archive of any and all information pertaining to intercollegiate teams, coaches, staff, and cadet-athletes.

6.63.6.1. (Added) HQ USAFA/PA is responsible for the electronic message boards located at the north and south entrances of the USAFA and the electronic message board at the entrance to Falcon Stadium at all times other than home game days. HQ USAFA/AH will submit items for display to HQ USAFA/PA for all occasions other than home game days. HQ USAFA/AH is responsible for the electronic scoreboard at the south end of the Falcon Stadium.

8.5.2.1. (Added) The Personnel Development Division (10 ABW/PD) will coordinate HQ USAFA/AH facility use request with the Chief of Events Management (HQ USAFA/AHSU).

8.5.2.2. (Added) The Chief, HQ USAFA/AHSU, will provide HQ USAFA/PA a copy of the monthly HQ USAFA/AH home events calendar because of possible media or public interest in events.

8.6.4.1.1.1. (Added) 10 ABW/PD will open the Visitor Center to the public. Coordination will also be made with HQ USAFA/AH to accommodate alternate hours for early and late tour groups. The Gift Shop (HQ USAFA/AHSBG) will be responsible for closing the building.

8.6.4.1.1.2. (Added) HQ USAFA/AH will operate the Gift Shop and Snack Bar while 10ABW/PD will control the Exhibit Area and Theater.

8.6.4.1.1.3. (Added) 10 ABW/PD will exercise all responsibilities as building manager of the Visitor Center (such as fire protection, occupational safety, security, housekeeping, and conservation of utilities) with HQ USAFA/AH as a tenant.

8.6.4.1.1.4. (Added) The first and last individual to enter and depart the building each day, whether from 10 ABW/PD or HQ USAFA/AH will be responsible for posted security measures.

8.6.4.1.1.5. (Added) HQ USAFA/AH will notify 10 ABW/PD of any proposed use of the Visitor Center beyond normal operations or if special 10 ABW/PD assistance is needed.

8.6.4.1.1.6. (Added) HQ USAFA/PA will notify 10 ABW/PD who will notify HQ USAFA/AHSBG if large tour groups are scheduled to visit so that the Gift Shop can consider adding extra cashiers that day.

8.6.4.1.1.7. (Added) HQ USAFA/AH will be responsible for the intercollegiate team exhibits located in the field house, cadet gym, and the new facility which will be located between the cadet gymnasium and the cadet field house.

**8.6.5. (Added) Athletic Department/Press Box Operations.** HQ USAFA/AHSI operates the press box in Falcon Stadium, the soccer stadium, baseball field, the field house, and the track and field stadium under the MWC and NCAA rules and regulations guidelines.

8.6.5.1. (Added) The Chief, HQ USAFA/AHSI, is responsible to the Director of Athletics (HQ USAFA/AH) for the media admitted to the press box and control of the press box.

8.6.5.2. (Added) HQ USAFA/AHSI provides a workspace for all members of the press, radio, and television within the limitations of the press box facilities to provide the best possible working environment to the media and the statisticians in the press box.

8.6.5.3. (Added) Access to the press box is limited to the working media, statisticians, scoreboard operators, public address announcers, and USAFA and HQ USAFA/AH senior staff.

8.6.5.4. (Added) HQ USAFA/AHSI also provides media credentials and parking passes (Falcon Stadium) to those media members who request access to the working press areas.

8.6.5.5. (Added) The Chief, HQ USAFA/AHSI, areas of responsibilities are establishing procedures for obtaining credentials, press parking, telephone services, and press seating (assigned seating is at the discretion of the director).

8.6.5.6. (Added) Media are limited to press boxes, floor areas, sidelines media rooms, and locker rooms.

8.23.3.1. (Added) When requested, HQ USAFA/PA will offer public affairs guidance relative to HQ USAFA/AH promotion activities and items that could have a significant impact on local or national audiences.

**8.29.3. (Added) Speaking Engagements.** HQ USAFA/AH will ensure all speaking engagements and public appearances by HQ USAFA/AH personnel adhere to DOD, USAF, and USAFA policy guidance regarding participation by Air Force personnel in public events.

8.29.3.1. (Added) Participation must always be appropriate in terms of program, sponsor, site, and support. Members of the USAFA staff must also be mindful that any personal statements made or opinions expressed can be imputed to the USAFA.

8.29.3.2. (Added) Care must be exercised to ensure Air Force personnel are not perceived as selectively endorsing any commercial product or charity.

8.29.3.3. (Added) HQ USAFA/AH will inform HQ USAFA/PA of all speaking engagements and public appearances by HQ USAFA/AH personnel by providing the date, time, location, and speaker and or participant and requesting organization.

8.29.3.4. (Added) When HQ USAFA/PA receives an interview request for USAFA athlete or coach, HQ USAFA/PA will forward that request to HQ USAFA/AH.

8.29.3.5. (Added) A HQ USAFA/AH Scheduling Committee Action will approve or disapprove the release of a cadet-athlete during academic and or military duty hours for a speaking engagement, or escort duty.

8.29.3.6. (Added) The head coach must approve or disapprove the cadet-athlete's absence from team practice.

8.41.5.1. (Added) HQ USAFA/AH will ensure athletic facilities are open and in a condition acceptable for public viewing for all groups escorted by HQ USAFA/PA.

8.41.8.1.2. (Added) HQ USAFA/PA will contact HQ USAFA/AH if a tour is planned to an athletic facility other than the field house or if a tour is proposed for a time other than when the field house is normally open.

**18.6.8. (Added) Publishing of Air Force Sports on the Web.** HQ USAFA/AH is responsible for updating and maintaining the World Wide Web internet-based athletic home page ([airforcesports.com](http://airforcesports.com)).

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